

CLAIM AMENDMENTS

1. (Currently Amended) An advertisement delivering method for displaying advertising screen information, with information on ~~the~~ an advertiser's web page to be linked embedded in the screen, ~~characterized in that~~ comprising:

an advertisement delivery server that transmits advertising area display information for displaying an advertising area containing advertising screen information on ~~the~~ a client terminal and, at the same time, transmits category selection screen information for selecting advertisement categories,

a client terminal that receives the advertising area display information from the advertisement delivery server, displays the advertising area containing the advertising screen information based on the ~~relevant-received~~ advertising area display information received, and, at the same time, displays ~~the~~ a category selection screen based on the ~~relevant-received~~ category selection screen information received, and transmits ~~the selected~~ category information selected to the advertisement delivery server when any category is selected ~~by~~ at the category selection screen, wherein

the advertisement delivery server receives ~~the selected category information~~, from the client terminal, the category information selected, extracts the advertising screen information that belongs to the ~~selected~~ category selected based on the ~~selected~~ category information selected, and sends the advertising screen information to the client terminal, and

the client terminal receives the advertising screen information that belongs to the ~~selected~~ category selected and updates the advertising screen information in the advertising area based on the ~~received~~ advertising screen information received.

2. (Original) The advertisement delivery method according to claim 1 wherein the category selection screen is displayed by pressing a control button displayed on the advertising area.

3. (Currently Amended) The advertisement delivery method according to claim 1 wherein relevant information is derived from the ~~selected~~ category information selected and is stored in the advertisement delivery server.

4. (Currently Amended) The advertisement delivery method according to claim 1 wherein relevant information is derived from the ~~selected~~ category information selected and is stored in the client terminal.

5. (Currently Amended) The advertisement delivery method according to claim 3 wherein ~~said~~ the relevant information is a relation between the user information and the ~~selected~~ category information selected.

6. (Currently Amended) The advertisement delivery method according to claim 3 wherein ~~said~~ the relevant information is generated based on a relation between the user information and the advertising screen information that belongs to the ~~selected~~ category selected.

7. (Currently Amended) The advertisement delivery method according to claim 4 wherein ~~said~~ the relevant information is a relation between the user information and the ~~selected~~ category information selected.

8. (Currently Amended) The advertisement delivery method according to claim 4 wherein ~~said~~ the relevant information is generated based on a relation between the user information and the advertising screen information that belongs to the ~~selected~~ category selected.

9. (Currently Amended) The advertisement delivery method according to ~~any one~~ of claim 1 ~~through claim 8~~ wherein the advertising area is updated by updating all of the ~~whole~~ advertising area, including the advertising screen information.

10. (Currently Amended) The advertisement delivery method according to ~~any one of claim 1 through claim 8~~ wherein the advertising area is updated by updating ~~the~~ a portion of the advertising screen information in the advertising area including the advertising screen information.

11. (Currently Amended) An advertisement delivery system for displaying advertising screen information, with ~~the~~ information of ~~the~~ an advertiser's web page to be linked embedded in the screen, comprising:

an advertisement delivery server comprising a delivered advertising screen information storage section for storing advertising screen information consisting of an advertising image and an advertiser's web page information to be linked embedded in the advertising image, and information showing a relation between ~~the~~ an advertisement category and the advertising screen information belonging to the advertisement category, an advertising area information generating section for generating advertising area display information, and a category screen information generating section for generating category selection screen information,

a client terminal comprising a display section for displaying ~~the~~ an advertising area containing the advertising screen information based on the advertising area display information received from the advertisement delivery server and, at the same time, for displaying a category selection screen based on ~~the~~ category selection screen information received from the advertisement delivery server, and an input section for selecting the category, and

a network for connecting the advertisement delivery server to the client terminal, wherein

the advertisement delivery server transmits the advertising area display information for allowing the client terminal to display an advertising area containing ~~the~~ advertising screen information and, at the same time, transmits the category selection screen information for allowing the client terminal to display a category selection screen,

the client terminal receives the advertising area display information from the advertisement delivery server, displays the advertising area containing the advertising screen information based on the advertising area display information received and, at the same time, receives the category selection screen information from the advertisement delivery server, displays the category selection screen based on the category selection screen information received, and transmits ~~the selected~~ category information selected to the advertisement delivery server when any category is selected from the category selection screen,

the advertisement delivery server receives ~~the selected~~ category information selected from the client terminal, extracts the advertising screen information that belongs to ~~the selected~~ category selected, and transmits the advertising screen information to the client terminal, and

the client terminal receives the advertising screen information that belongs to ~~the selected~~ category selected and updates the advertising screen information in the advertising area.

12. (Currently Amended) An advertisement delivery server of an advertisement delivery system in which advertising screen information, with ~~the~~ information of the advertiser's web page to be linked embedded in the screen, is displayed in the screen, comprising:

a delivered advertising screen information storage section for storing advertising screen information consisting of an advertising image, and the advertiser's web page to be linked embedded in the advertising image, and information showing a relation between ~~the an~~ advertisement category and the advertising screen information belonging to the advertisement category,

an advertising area information generating section for generating advertising area display information, and

a category screen information generating section for generating category selection screen information, wherein

~~characterized in that~~ the advertising area display information for displaying an advertising area containing the advertising screen information is transmitted to ~~the a~~ client terminal and, at the same time, category selection screen information for displaying a category selection screen is transmitted to the client terminal, and

the advertising screen information that belongs to ~~the selected~~ category information selected is extracted and transmitted to the client terminal based on the ~~selected~~ category information selected when ~~selected the~~ category information selected is received from the client terminal.

13. (Currently Amended) The advertisement delivery server according to claim 12 ~~wherein including~~ a category information storage section ~~is further equipped to store~~ for storing user information and corresponding ~~selected~~ category information selected.

14. (Currently Amended) The advertisement delivery server according to claim 12 ~~wherein including~~ an advertising screen information storage section ~~is further equipped to store~~ for storing user information and corresponding advertising screen information that belongs to ~~the selected~~ category selected.

15. (Currently Amended) A client terminal comprising:
a display section for displaying a screen of an advertising area containing advertising screen information as well as displaying a category selection screen, and

an input section for selecting ~~the~~ a category, wherein
~~characterized in that~~ when advertising area display information for
displaying an advertising area containing advertising screen information is received from
an advertisement delivery server, the advertising area containing the advertising screen
information is displayed based on the advertising area display information received, and
when category selection screen information for displaying a category
selection screen is received from the advertisement delivery server, a category selection
screen is displayed based on the category selection screen information received, and
when ~~the~~ categories are selected by the input ~~means~~ section, the ~~selected~~
category information selected is transmitted to the advertisement delivery server, and
when advertising screen information that belongs to the ~~selected~~ categories
selected is received from the advertisement delivery server, the advertising screen
information in the advertising area is updated.

16. (Currently Amended) The client terminal according to claim 15 ~~characterized~~
~~in that~~ including a category information storage section ~~is further equipped to store~~ for
storing the selected category information selected.

17. (Currently Amended) The client terminal according to claim 15 ~~characterized~~
~~in that~~ including an advertising screen information storage section ~~is further equipped to~~
store for storing the advertising screen information that belongs to the ~~selected~~ category
selected.